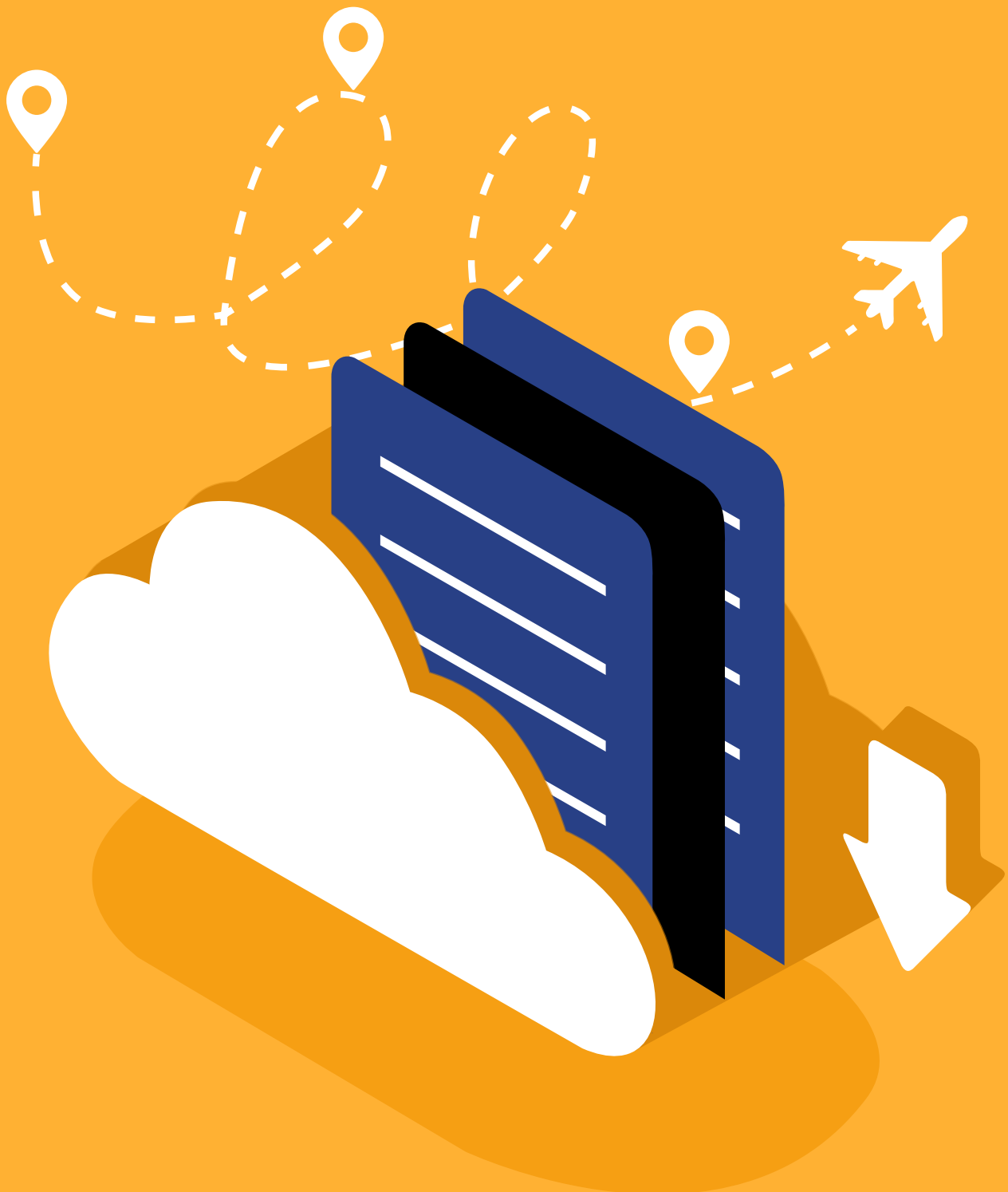


Journey to the Cloud

A Strategic Approach to Migration
for Travel and Hospitality





Peter Vaihansky

Senior VP, Engagement
Manager and Global
AWS Partnership Lead
at DataArt

- ● By moving their IT infrastructure to the cloud, travel companies can better manage their data, reduce downtime, and streamline their operations.

AWS provides the scalability and flexibility needed to quickly expand services and reach new customers. It also helps in responding to changes in the market, such as shifting customer demands, fluctuations in pricing, and changes in regulations.

AWS offers a comprehensive set of tools that can optimize operations and enhance customer experience for travel businesses.

- ● The resurgence of the travel industry created a perfect storm in which the new demand converged with a tremendous number of unused tickets and relaxed change policies, increasing the operational pressure on travel agencies and clogging most of the traditional customer service channels. This drives the demand for more automation and self-service capabilities.

Related is a theme of retailing and personalization. Collecting and using first-party data to identify trends early or to share a relevant offer with the customer has been an area of interest for travel companies for years. What changed recently is how accessible and powerful AI/ML technologies have become, helping more travel companies to use them.



Alexander Shchedrin

Strategic Services
at DataArt

Overview of Cloud Migration

Intro

Long before the Covid-19 pandemic, travel companies had already begun transitioning to digital-based business models.

However, the shift to online shopping, digital communications, and contactless solutions during the pandemic accelerated the digital transformation of the travel and hospitality industry. Post-Covid-19, companies have a new challenge: using these tools to keep up with customer expectations for seamless experiences.

Digital transformation in the travel and hospitality industry includes



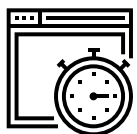
Using customer data to provide better experiences



Upgrading digital systems to go far beyond websites and Wi-Fi



Utilizing cloud-native solutions to deliver major efficiencies

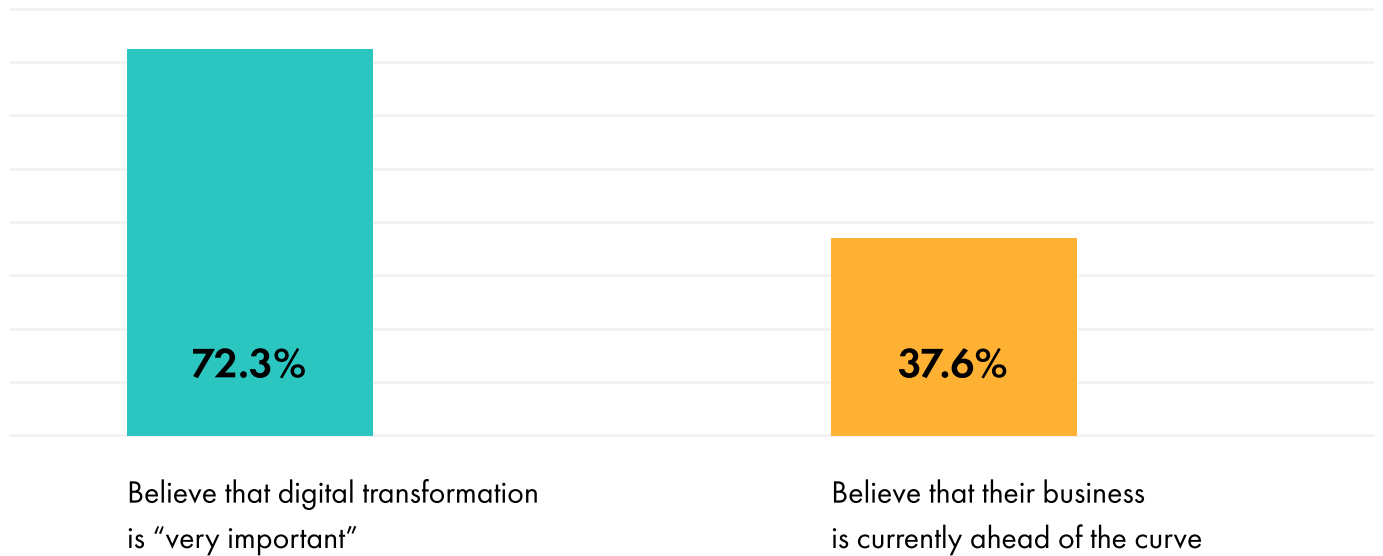


Satisfying the increasing preference for digital, omnichannel communication and shopping



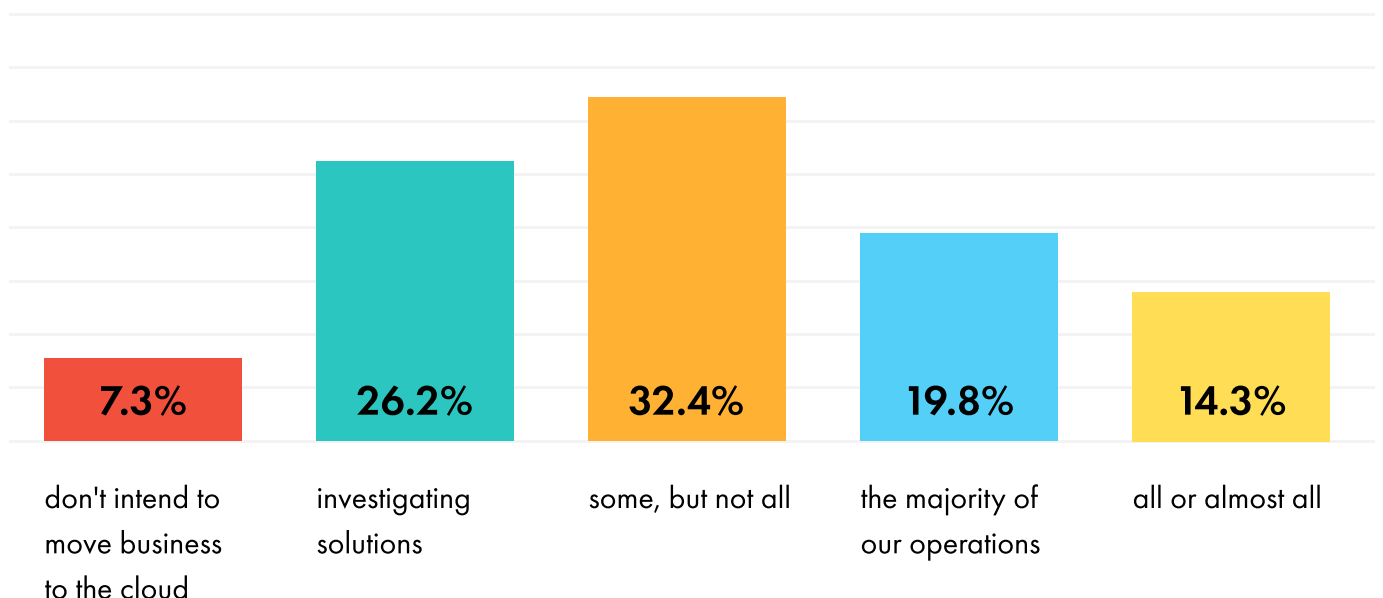
Solving critical issues while avoiding hardware and software maintenance costs

According to a recent travel and hospitality industry study, 72.3% of industry leaders surveyed indicated that digital transformation is “very important” for their business, yet only 37.6% believe that their business is currently ahead of the curve when competing in an increasingly digital world.



Every business situation is unique, and we recommend working with an IT consultancy to identify and implement the cloud solutions that best fit your needs. Should you need deeper insights tailored specifically to your business needs, we are always here to help.

Travel Industry Cloud Migration Maturity



Benefits of Migrating

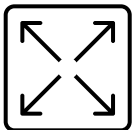
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Why migrate to the AWS Cloud?

3 main benefits



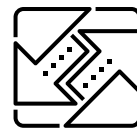
Scalability

With AWS Cloud you get the ability to easily scale up or down your infrastructure to meet changing business needs. You can quickly and easily increase or decrease resources as demand fluctuates, without having to invest in expensive hardware or infrastructure.



Cost Savings

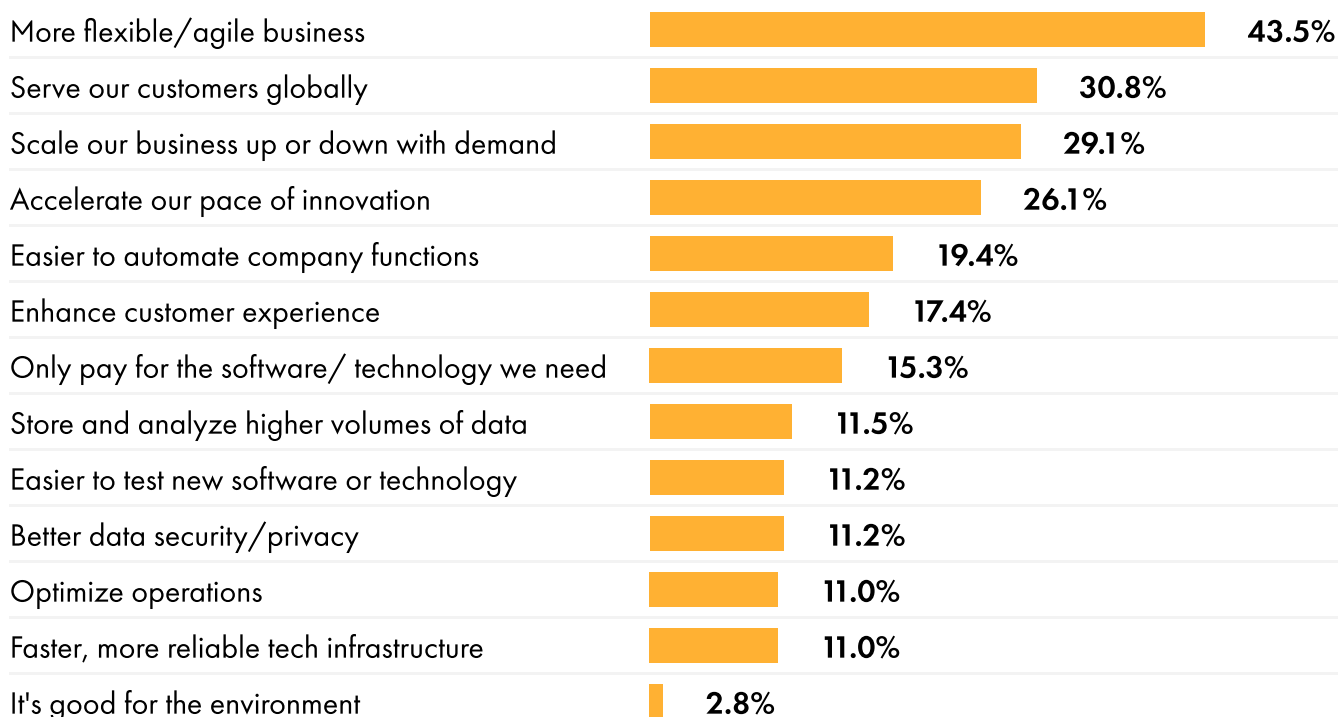
By leveraging cloud resources, businesses can reduce or eliminate capital expenditures on hardware and infrastructure, while also only paying for the resources they use on a pay-as-you-go basis.



Increased Flexibility

The adoption of Cloud Services enables businesses to easily adopt new technologies, quickly adapt to changing business needs, and work from anywhere with an internet connection, providing greater flexibility.

Perceived Benefits of Cloud-based Technology according to travel industry leaders*



* Data from "The 2022 Digital Transformation Report in the Travel Industry" where AWS and Skift surveyed 951 senior-level travel and hospitality industry leaders in 12 markets across the world in May and June 2022.

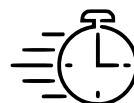
According to "The Business Value of Migration to Amazon Web Services" (The Hackett Group, January 2022), organizations who migrated to AWS from on-premises saw, on average:



20% savings
on infrastructure costs



66% increase
in administrator
productivity



43% faster marketing
for new features



29% increase in staff
focus on innovation



45% fewer security-
related incidents

Challenges of Migrating to the Cloud

Companies unaware of mistakes made during their cloud adoption will overspend by 20 to 50%.

Cloud Adoption Dont's

Cloud Adoption Do's

Don't limit yourself to a single cloud project.



Do think about cloud holistically, starting the adoption process with your future potential needs in mind.

Don't neglect well-architected frameworks.



Do consider security and financial aspects by aligning with well-architected practices from day one.

Don't recreate your on-premise setup in the cloud.



Do try out exclusive cloud capabilities and technologies that outperform on-premises setups (virtualization, containerization, big data analytics, AI/ML)

Don't carry an on-premise mindset to the cloud.



Do manage all the servers as a whole, rather than spending a lot of time and resources on individual servers. This saves you time and money.

Don't neglect disaster recovery for cloud infrastructure.



Do integrate DR into your code from "day 1."

Don't let stakeholders dally with their role in cloud adoption.



Do align cloud adoption goals and priorities, sticking to a company-wide strategy.

Don't let cloud automation be an after-thought.



Do design for automated code infrastructure from the very beginning of your cloud journey.

About DataArt and AWS

At DataArt, our product design process puts the user – from travelers to agents – at the center of our universe. AWS and DataArt are both interested in long-term partnerships with our customers, and are keenly focused on contributing to the strength of your business: because your success is our success.

AWS provides customers with innovative playbooks and tools to achieve their goals, while DataArt offers teams of professionals with relevant cloud, technology, and industry experience to help you transform the future of your business.

AWS Partner Highlights



- Migration Services Competency
- Well-Architected Partner Program
- Travel & Hospitality Services Competency



1 Partner Program



5 AWS Service Validations



100+ AWS Certifications



20+ AWS Customer Launches

Why Clients Choose Us

100+

travel-related projects

25 years

in business

6000+

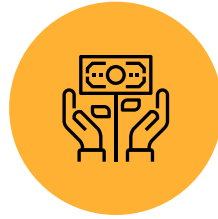
consultants and engineers

22

worldwide locations



Uniquely
human approach



High-value,
quality solutions
that our clients trust



20% of our engineers
have travel related
experience and 60% of
them are of Senior Level.



In-depth industry
competence & extensive
domain knowledge



Compliance with Federal
State, and local laws &
regulations



Flexible engagement
models



Unparalleled ability
to ramp up teams
of all sizes

If you need a free consultation on your technology challenges, **contact us**

Contact Us



Alexander Shchedrin

Vice President,
Strategic Services

Dallas, Texas, USA

LinkedIn: [shchedrin](#)

Mail: alexander.shchedrin@dataart.com



Vasily Malinov

Vice President of Travel,
Transportation & Hospitality

London, UK

LinkedIn: [vasily-malinov](#)

Mail: vasily.malinov@dataart.com